



Wisconsin Job Center Customer Satisfaction Survey

2003

Bureau of Workforce Information
Division of Workforce Solutions
Department of Workforce Development



State of
Wisconsin

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Introduction

This report on Job Center customer satisfaction is based on information from the 2003 Wisconsin Job Center Customer Satisfaction Survey. The survey collects information about the characteristics of Job Seekers who visit Job Centers throughout the state of Wisconsin and their satisfaction with the services they receive. In addition to measuring aspects of customer satisfaction, the survey collects information about high risk and other special customer characteristics and services they use.

The survey complies with the provisions of the Federal Workforce Investment Act (WIA) that requires states to measure the satisfaction of Job Center customers. This survey was first conducted in 2000 and has been conducted annually since that time.

The graphs in this report show rounded percentages. In cases where the percentage is followed by “*”, results are statistically significant at the .05 level. This means that 95% of similar surveys would return the same result. Percentages followed by “**” indicate that the results are statistically significant at the .01 level, or that 99% of similar surveys would return the same result.

Ben Weller, Ron Blascoe and Duane Frisch, analysts within the Division of Workforce Solutions, Bureau of Workforce Information (BWI), compiled the results, performed the statistical analyses, and produced the report. Robert Korb, Supervisor, Research and Statistics Section supervised the production of the report.

The Bureau of Workforce Information greatly appreciates the cooperation of the Job Center staff who distributed the survey, and the 870 survey respondents. We thank them for their contribution for making this information available.

Note: The source for all tables and figures in the report is: 2003 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, in the Division of Workforce Solutions, Wisconsin Department of Workforce Development.

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Overview

The Workforce Investment Act

The Federal Workforce Investment Act of 1998 (WIA) reformed federal job training programs and created a new, comprehensive workforce investment system. The new system was intended to be customer-focused; to increase employment, retention and earnings of participants; and to increase the occupational skill attainment of its participants. Its ultimate goal was to improve the quality of the workforce, reduce welfare dependency and enhance the productivity and the competitiveness of the Nation. WIA supersedes the Job Training Partnership Act (JTPA) and amends the Wagner-Peyser Act. WIA also contained the Adult Education and Family Literacy Act (Title II) and the Rehabilitation Act Amendments of 1998 (Title IV). In addition, the new workforce system was designed to help U.S. companies find skilled workers.

Key components of WIA include:

- Streamlining services through a one-stop service delivery system
- Empowering individuals by providing information and access to training resources through Individual Training Accounts
- Providing universal access to core services
- Increasing accountability for results
- Ensuring a strong role for Local Boards and the private sector in the workforce investment system
- Facilitating State and Local flexibility
- Improving youth programs

WIA requires that the following functions be provided at a one-stop service location:

- Adult, Dislocated Worker, and Youth Activities
- Employment Service
- Adult Education
- Post-secondary Vocational Education
- Vocational Rehabilitation
- Welfare-to-Work
- Title V of the Older Americans Act
- Trade Adjustment Assistance
- North American Free Trade Agreement-Trade Adjustment Assistance Reform Act
- Veterans Employment and Training Programs
- Community Services Block Grant
- Housing and Urban Development-Administered Employment and Training Programs
- Unemployment Insurance

Job Centers

Job Centers are service locations or networks of service sites where comprehensive employment and training services are delivered to job seekers and employers. As One-Stop service locations, Wisconsin's Job Centers provide inter-agency planning, program intake, assessment, case management and employer relations. They are planned and run by a local consortium of participating partners including the Workforce Development Boards, Job Service (Wagner-Peyser), Technical Colleges (Carl Perkins Vocational and Adult Education Act), Job Opportunities and Basic Skills and Wisconsin Works agencies (Temporary Assistance for Needy Families) and the Department of Vocational Rehabilitation (Rehabilitation Act). These programs and funding sources are the core partners in the Job Centers, although other types of services may also be offered.

Workforce Development Areas

Workforce Development Areas (WDAs) are the 11 subdivisions within the state for the local planning and administration of employment and education programs. Established in 1995, WDAs are used by the state for delivery of WIA services, Job Center development and regional planning of employment and training services. In Wisconsin, Job Centers are aligned with WDAs, which follow county lines. They are defined as follows:

- Southeast: Kenosha, Racine and Walworth Counties
- Milwaukee: Milwaukee County
- W-O-W: Waukesha, Ozaukee and Washington Counties
- Fox Valley: Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Wausha and Winnebago Counties
- Bay Area: Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano and Sheboygan Counties
- North Central: Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood Counties
- Northwest: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn Counties
- West Central: Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix Counties
- Western: Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon Counties
- South Central: Columbia, Dane, Dodge, Jefferson, Marquette and Sauk Counties
- Southwest: Grant, Green, Iowa, Lafayette, Richland and Rock Counties

The map in Appendix B shows the boundaries of these Workforce Development Areas.

The Job Center Survey

WIA requires that states gather customer¹ and employer satisfaction information about the services received in order to assess the effectiveness of workforce investment activities at the state and local levels. While required telephone surveys are used to gather this information and are reported quarterly and annually to the Department of Labor, the Job

¹ The term "customer" in this report refers to a person who utilizes any of the services provided at the Job Center, such as job seekers, people attending workshops, Unemployment Insurance (UI) orientation or those seeking career information.

Center Customer Satisfaction Survey goes beyond the telephone survey to obtain more detailed information about the characteristics of Job Center customers and the specific reasons they are coming to the Centers. In addition, the survey is used to monitor and promote continuing improvement in Wisconsin's workforce activities and service delivery.

The survey is comprised of five sections. These sections: 1) collect information about the customers' reasons for visiting the Job Center; 2) identify customers' characteristics; 3) gather information relating to veterans; 4) gather customer satisfaction feedback; and, 5) collect additional customer comments. The results from the first four sections are discussed in this report.

Eighteen hundred (1,800) surveys were distributed among 78 Job Centers based on the proportion of JobNet² users in each Center. Job Center staff distributed the survey to every individual who visited the Job Center office on a specific day in the second week of December, 2003, until the supply of surveys was exhausted. A copy of the survey is attached as Appendix A.

Job Centers and WDAs vary in size. The sampling procedure was designed to approximate a representative sample of each WDA and the state as a whole. (See Appendix C for a description of the sampling procedure.)

² JobNet is a job order and customer information system developed by the Wisconsin Job Service and is designed to be used on a self-service basis. It is the basic source of job opening information available in Job Centers and may be used by all local agencies. JobNet is available on touch screen PC workstations at Job Centers and on the Internet.

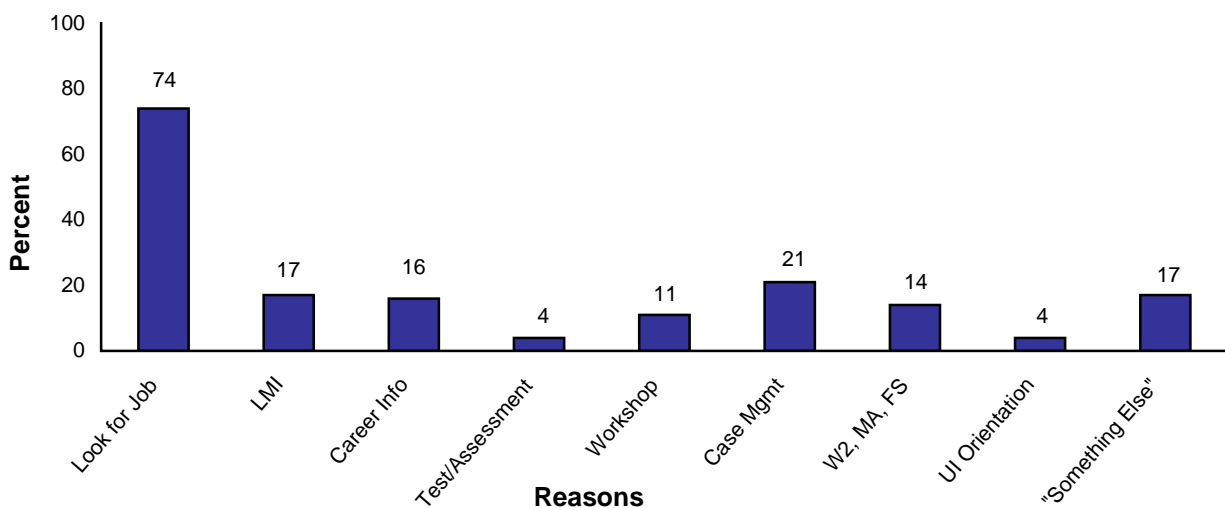
Reasons for Visiting the Job Center

The first section of the survey relates to reasons why customers visit the Job Center. Since the implementation of WIA, customers visit Job Centers to obtain a wide variety of services that they formerly received at different locations. These services include: job search and employment services, services for veterans, childcare assistance, medical assistance (MA), food stamps (FS), and W2 case management (W2).

Respondents were asked why they came to the Job Center on the day of the survey. They could choose among nine reasons and were instructed to check all of the reasons that applied.³ These reasons were:

- to look for a job
- to get information about the job market and wages (LMI)
- to get information about careers (CI)
- to take a test or complete an assignment
- to attend a workshop (e.g., résumé or interviewing)
- to meet with a case manager or counselor
- for public assistance⁴, (W2, MA, FS)
- unemployment insurance (UI) reemployment orientation
- “something else”

**Figure 1: Job Center Visits by Reason
Wisconsin, December 2003**



The most common reason for coming to the Job Center was to look for a job, with 74 percent of respondents citing that reason. The second most common reason was for case management services (21%), and third, to obtain labor market information or “something

³ Refer to the survey in Appendix A for the exact phrasing of the question and response categories

⁴ Currently, Job Centers offer assistance with work-related issues rather than public assistance, per se. The term “public assistance” is retained in this report to reflect the wording on the survey questions, however it primarily refers to W2 case management services (W2), Medical Assistance (MA) and Food Stamps (FS).

else” (17% each). The “something else” reason includes a wide range of items including processing resumes, dropping off applications, training or skill improvement or obtaining information about low-income housing, emergency assistance or child care. The least common reasons for visiting the Job Center were for testing and assessment and to attend UI orientation (4% each).

Reasons for Visiting a Job Center by Workforce Development Area

In 1997, federal Temporary Assistance for Needy Families (TANF) replaced Aid to Families with block grants to states. Under the TANF program, W2 benefits are funded with block grants to states. States are required to contribute state funds under maintenance-of-effort provisions. At the state level, Wisconsin’s W2 program replaced AFDC. TANF and W2 programs emphasize work and increasing employment skills and represent a shift away from cash assistance only. Since W2 services were co-located with labor exchange and employment training programs in the one-stop Job Centers, there has been considerable interest in the relative proportion of customers who come in for W2, MA, or FS and those who come in to look for a job.

**Figure 2: Job Center Visits by Reason by WDA
Wisconsin, December 2003**

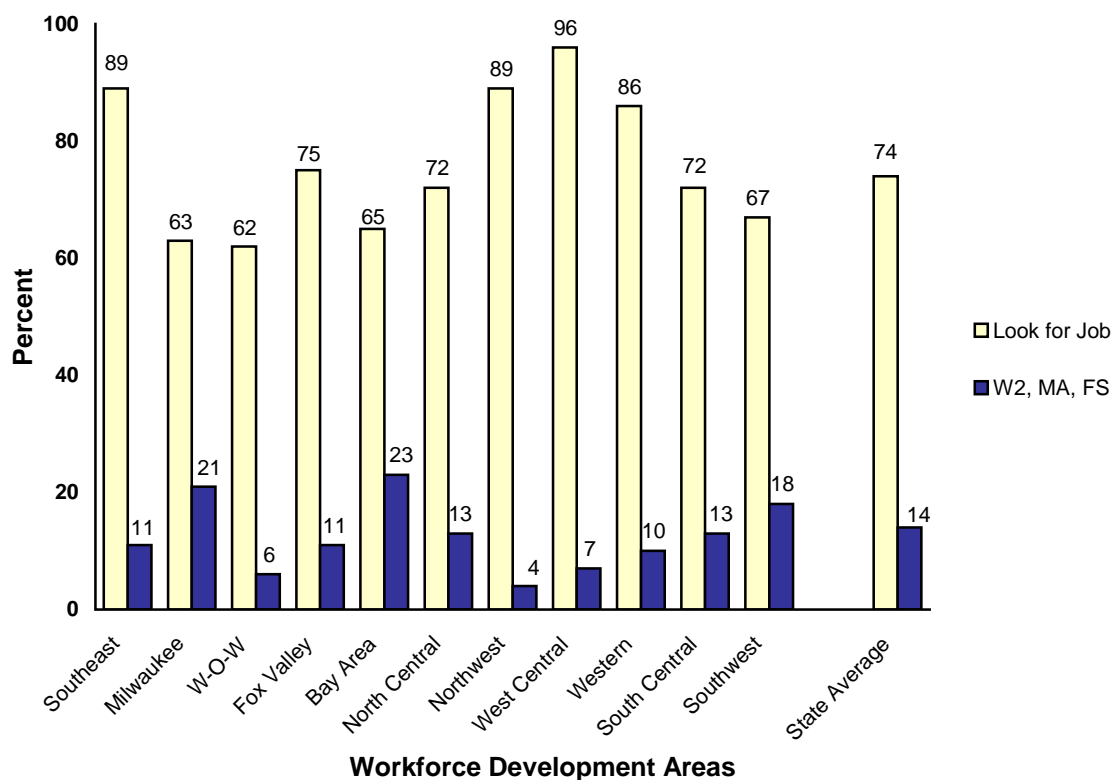


Figure 2 compares by WDA, the reasons for visiting a Job Center for those who came to look for a job, and for those who came for W2, MA or FS related visits. The Figure also reflects that, for each WDA, a much larger proportion of customers came in seeking work than W2, MA or FS.

Statewide, 74 percent of all respondents came to the Job Center seeking employment compared to 14 percent who were seeking W2, MA or food stamps.

The West Central WDA had the highest rate of respondents who visited the Job Center to look for a job among all WDAs with 96 percent. This compared to the lowest rate, 62 percent, in the W-O-W WDA and the statewide average of 74 percent.⁵

The Bay Area WDA had the highest rate of respondents who came to the Job Center for W2, MA or FS on the day of the survey with 23 percent. This compared to the lowest rate, 4 percent, in the Northwest WDA and the statewide average of 14 percent.⁶

⁵ This relationship was tested using a χ^2 test of statistical significance. The difference was significant at a .01 level, indicating that there is a real difference among WDAs on the proportion of respondents that said they came to the Job Center to look for a job.

⁶ This relationship was tested using a χ^2 test of statistical significance. The difference was significant at a .01 level, indicating that there is a real difference among WDAs on the proportion of respondents that said they came to the Job Center for W2, MA or FS.

Customer Characteristics

The second section of the survey relates to the current status, or characteristics, of customers coming to the Job Center. Respondents were asked: “Which of the following describes your current status?” Respondents could choose from the following characteristics, and were instructed to check as many as applied. These characteristics were:

- Recently laid off
- Under the age of 22
- Over the age of 55
- Disabilities
- No diploma/No GED
- Child care problems
- Received W2, MA or FS in the last six months
- Children under age 18 in household
- Veteran

**Figure 3: Characteristics of Customers Visiting the Job Center
Wisconsin, December 2003**

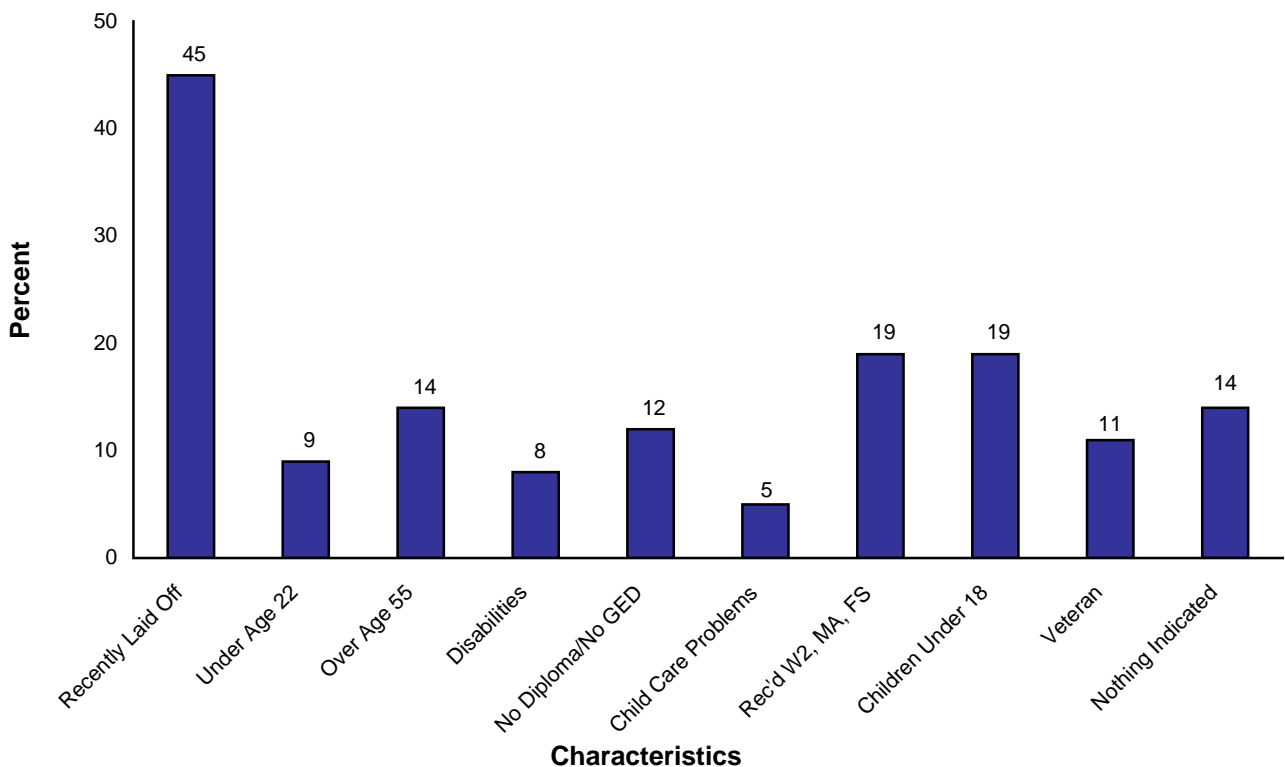


Figure 3 shows the distribution of these characteristics for the people visiting the Job Center. The most frequently cited characteristic was persons who were “recently laid off” (45%). Respondents with child care problems comprised the smallest percent of the Job Center population.

Table 1 shows customer characteristics for the percent of respondents having a characteristic and the percent of respondents with only that characteristic.

**Table 1: Customer Characteristics by Frequency
Wisconsin, December 2003**

Customer Characteristic	Percent with Characteristic	Percent w/ only this Characteristic
Recently Laid Off	45%	24%
Rec'd W2, MA, FS	19	5
Children under 18	19	4
Over Age 55	14	4
Nothing Indicated	14	NA
No Diploma/No GED	12	2
Veteran	11	3
Under Age 22	9	3
Disability	8	3
Child Care Problems	5	1

Respondents who indicated only one or no characteristic comprised 63 percent of the survey respondents. Since respondents were instructed to check all the characteristics that applied, it is possible to describe selected *combinations* of responses that may be of interest.

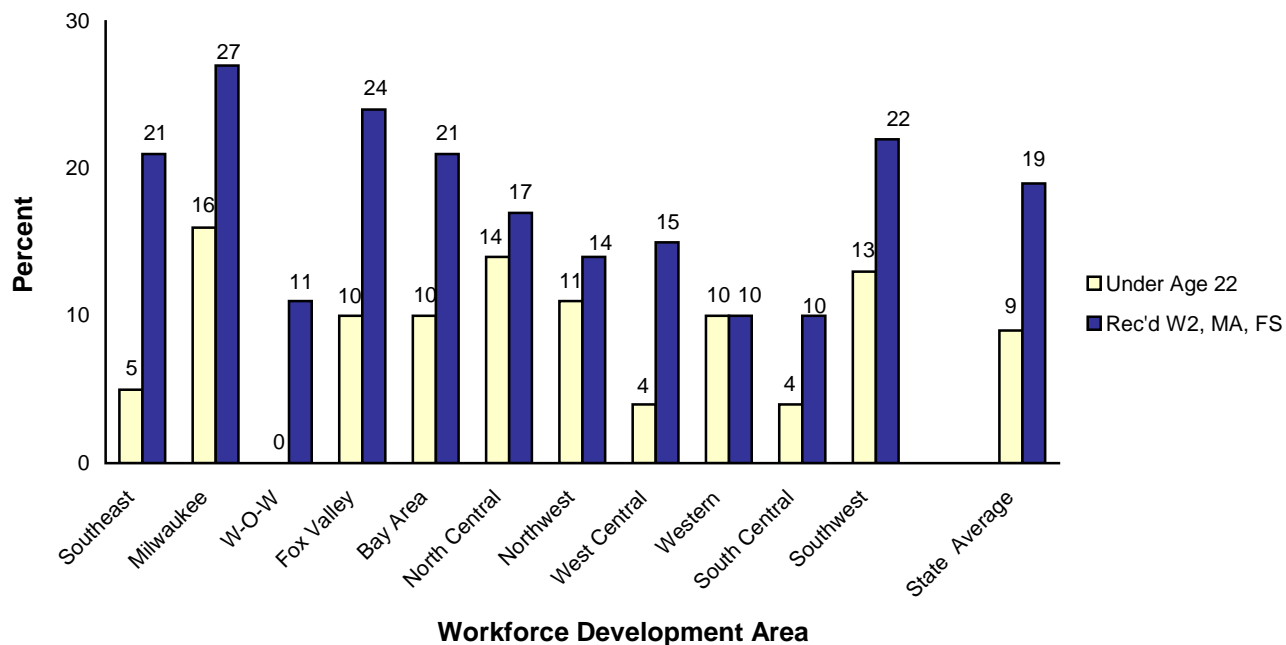
Following are a few examples:

1. Of the 391 respondents who reported they were recently laid off, 14 percent reported they had children under 18 and 13 percent reported they were over age 55.
2. Of the 100 respondents who reported they did not have a diploma or GED, 36 percent reported they were receiving W2, MA or FS and 31 percent reported they were under age 22.
3. Of the 95 respondents who reported they were veterans, 42 percent reported they had recently been laid off.

Customer Characteristics by Workforce Development Area

In general, the types of customers coming to a Job Center varied across WDAs. Figure 4 illustrates these differences by WDA for two customer groups: 1) those under the age of 22; and, 2) those who received W2, MA or FS in the last six months.

**Figure 4: Characteristics by Workforce Development Area
Wisconsin, December 2003**



Statewide, nine percent of respondents reported being under the age of 22 and 19 percent reported receiving W2, MA or FS within the last six months.

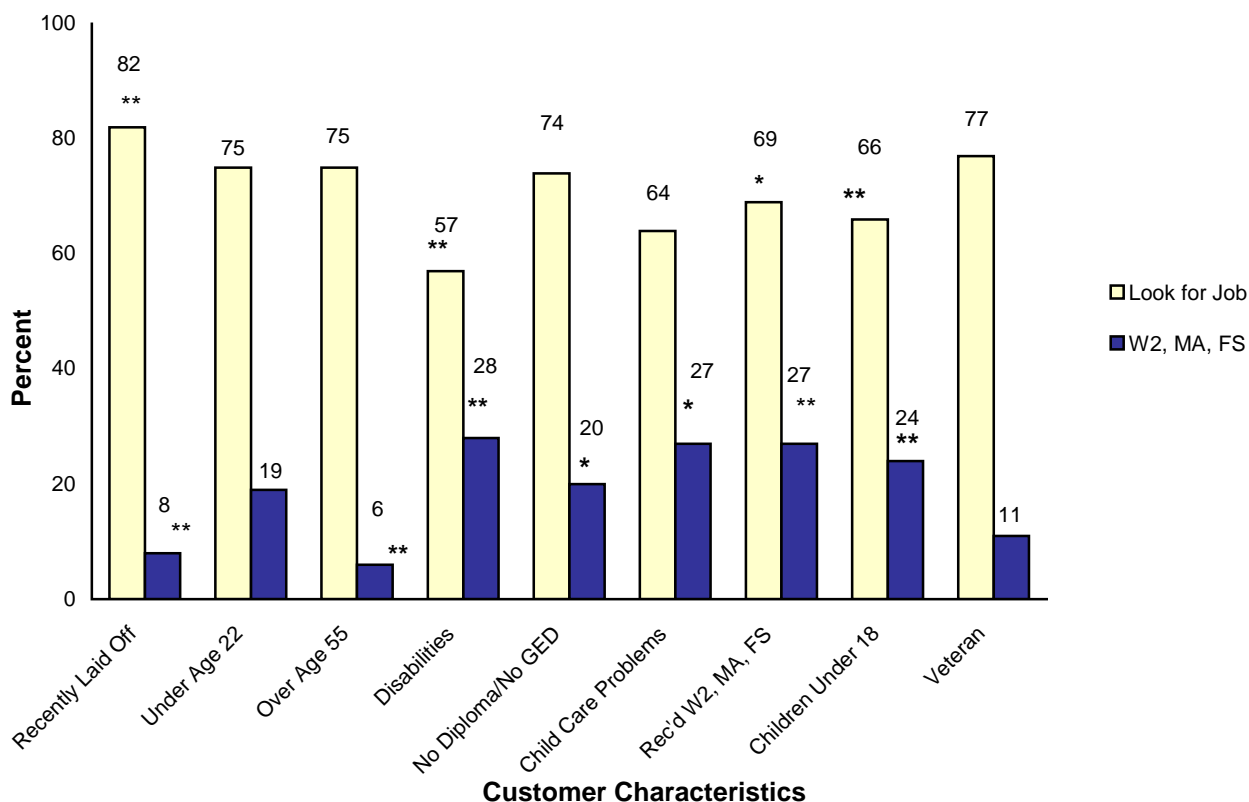
The proportion of respondents who reported being under age 22 varied from a low of zero percent in the W-O-W WDA to a high of 16 percent in the Milwaukee WDA. The proportion who had received W2, MA or FS in the last six months varied from a low of 10 percent in the Western and South Central WDAs to a high of 27 percent in the Milwaukee WDA. The differences among WDAs were statistically significant.⁷

⁷ This relationship was tested using a χ^2 test of statistical significance. The difference was significant at the .05 level, indicating that there is a real difference among WDAs on the proportion of respondents that said they came to the Job Center that were under 22 and those who received W2, MA or FS in the last 6 months.

Customer Characteristics by Reason for Coming to the Job Center

Figure 5 illustrates some differences among customer groups based on their reasons for coming to the Job Center. This analysis considers nine customer characteristics and the percentage of each group that came in either to look for a job or for W2, MA or FS.

**Figure 5: Characteristics by Reason for Coming to the Job Center
Wisconsin, December 2003**



Recently laid off persons were more likely to come to the Job Center to look for a job and were also less likely than others to come in for W2, MA or FS. Conversely, persons with disabilities, persons with children under 18 and persons who had received W2, MA or FS within the last six months were more likely to come to the Job Center for W2, MA or FS and less likely than others to look for a job.⁸

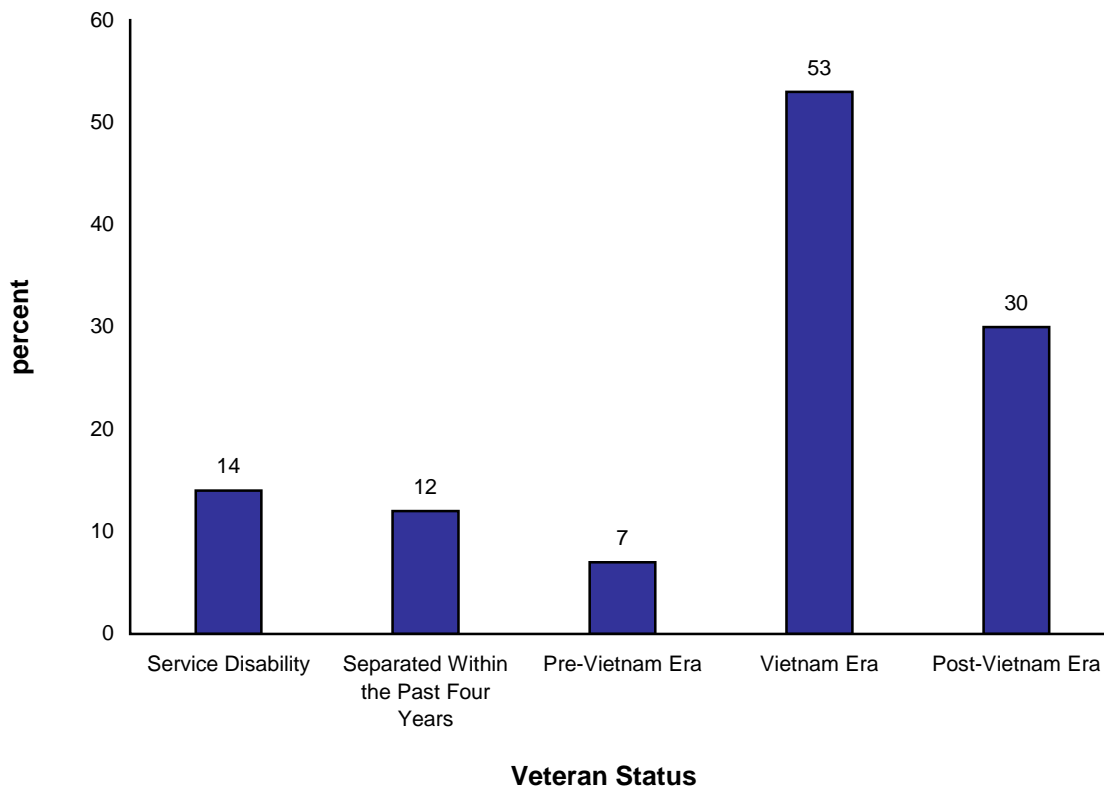
⁸ This relationship was tested using a χ^2 test of statistical significance. Differences indicated by a single asterisk (*) were significant at a .05 level. Difference indicated by a double asterisk (**) are significant at a .01 level

Veterans

The third section of the survey collected information relating to veterans. Eleven percent of the respondents were veterans, the same percent as in 2002.

Veterans were asked a short series of questions to self-identify selected characteristics specific to the veteran population. They were instructed to check all characteristics that applied. Figure 6 shows the distribution of these characteristics for veterans who came to the Job Center.

**Figure 6: Status of Veterans Coming to the Job Center
Wisconsin, December 2003**



Of the respondents who said they were veterans, 53 percent stated that they were from the Vietnam era, 30 percent were from the post-Vietnam era, and seven percent were from the pre-Vietnam era. Twelve percent of veterans had been separated from the military within the past four years and fourteen percent of respondents reported having a service-related disability.

Customer Satisfaction

The fourth section of the survey collected information about customers' satisfaction with various features of the Job Center. Specifically, respondents were asked to rate their satisfaction with their experience at the Job Center on three questions:

- ◆ How easy was it to get what you wanted?
- ◆ How helpful was the Job Center staff?
- ◆ Overall, how satisfied were you with the services you received from the Job Center?

**Figure 7: Customer Satisfaction with Job Center Statewide Averages
Wisconsin, December 2003**

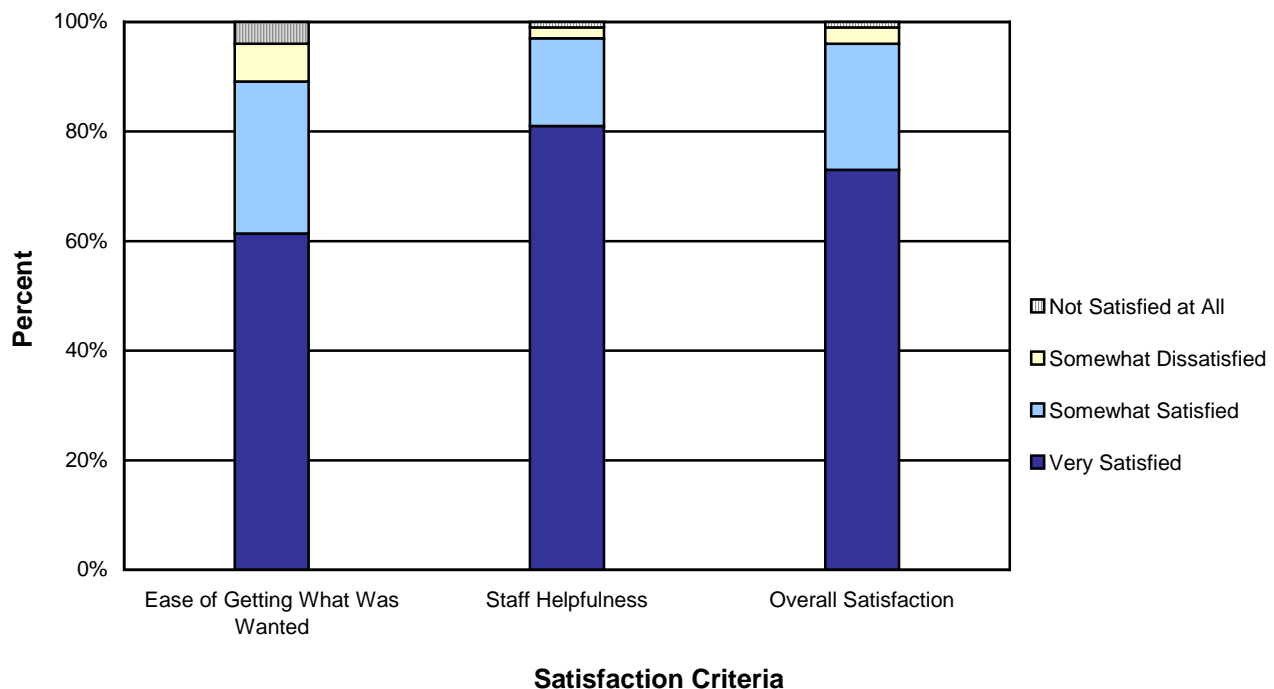


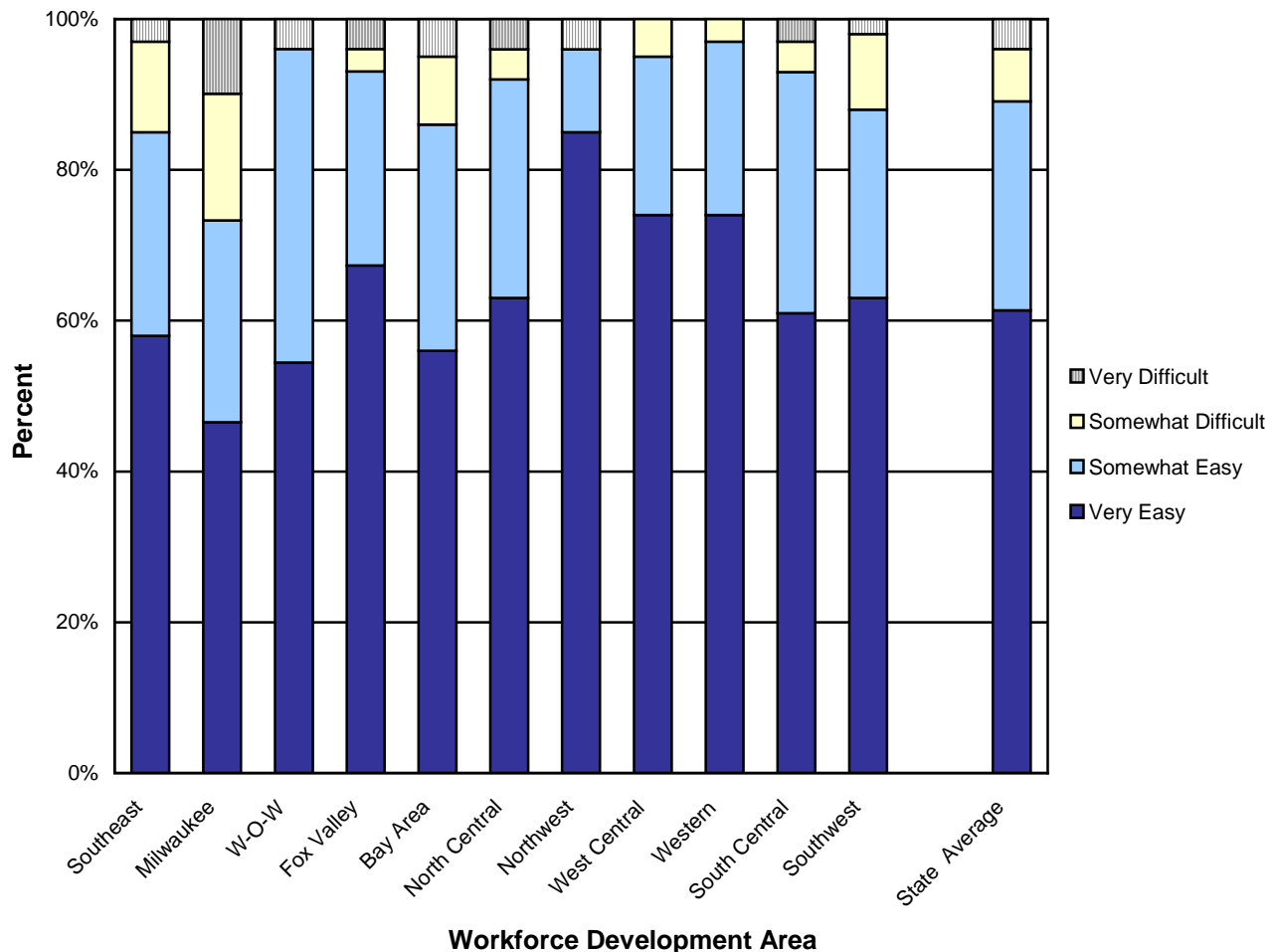
Figure 7 indicates that the responses from customers were overwhelmingly positive. About 81 percent said they thought staff was very helpful and 73 percent said that, overall, they were very satisfied with the services they received from the Job Center. Only one percent of respondents was not satisfied at all with their overall experience and only one percent said staff was not at all helpful.

While still high, the ease-of-use rating was lower compared to the other two measures. Eighty-nine percent of respondents rated Job Centers as either very easy or somewhat easy to get what they wanted; only 62 percent of respondents said it was very easy to get what they wanted. Eleven percent of respondents said it was either somewhat or very difficult to get what they wanted.

Level of Satisfaction by Workforce Development Area

The survey asked the question: “How easy was it to get what you wanted?” Figure 8 shows the variation in satisfaction with ease of getting what was wanted by WDA.

**Figure 8: Customer Satisfaction with Ease of Getting What Was Wanted
Wisconsin, December 2003**



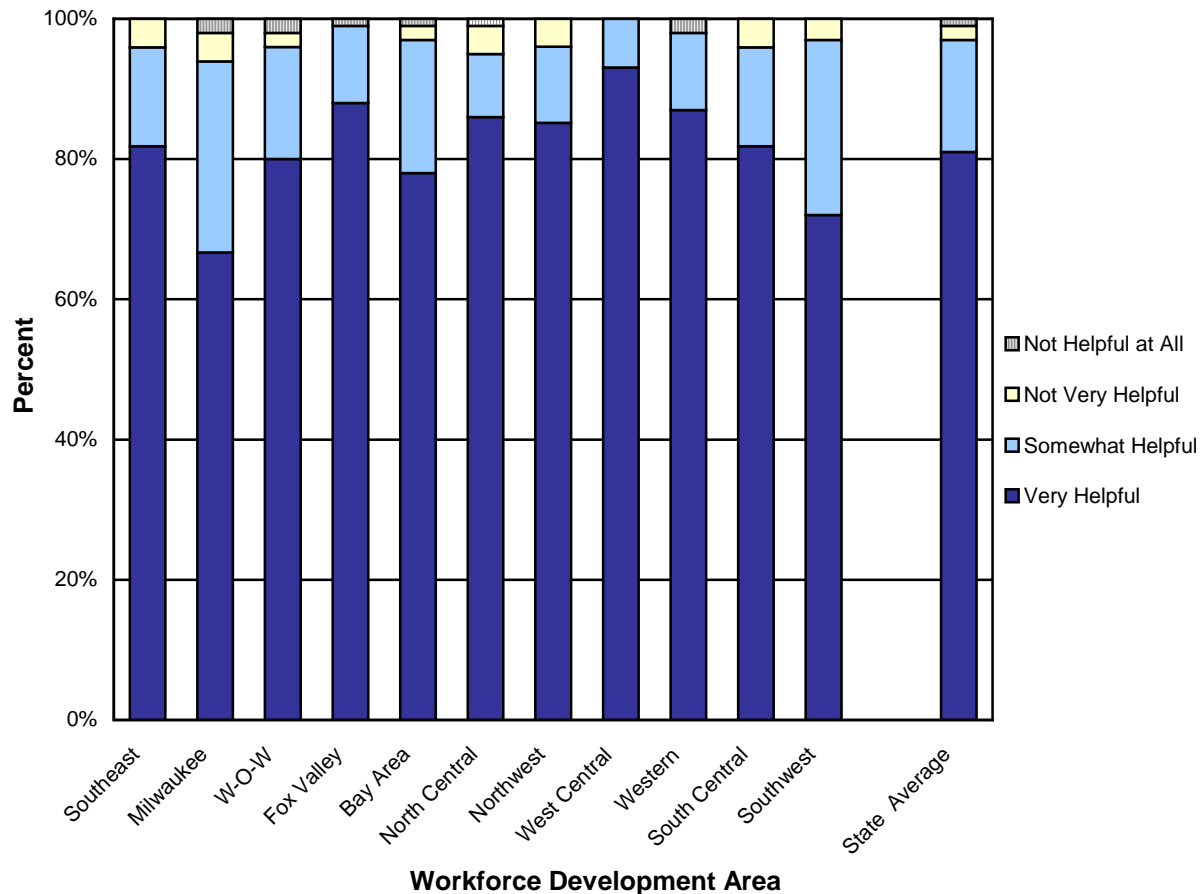
Responses varied more among WDAs on this question than on either of the other two customer satisfaction questions. Respondents rating services “very easy” ranged from a low of 47 percent in the Milwaukee WDA to a high of 85 percent in the Northwest WDA, compared to the statewide average of 62 percent.

In the Northwest and Waukesha-Ozaukee-Washington WDAs (both at 96%) and the Western WDA (97%), respondents found it either “somewhat easy” or “very easy” to get what they wanted at the Job Center. Conversely, 27 percent of respondents in the Milwaukee WDA found it either “somewhat difficult” or “very difficult” to get what they wanted at the Job Center. Differences among WDAs were statistically significant.⁹

⁹ This relationship was tested using a χ^2 test of statistical significance. Differences among WDAs were significant at a .01 level.

The second customer satisfaction question asked about the helpfulness of the Job Center staff. Figure 9 shows the responses to this question by WDA.

**Figure 9: Customer Satisfaction With Staff Helpfulness by WDA
Wisconsin, December 2003**



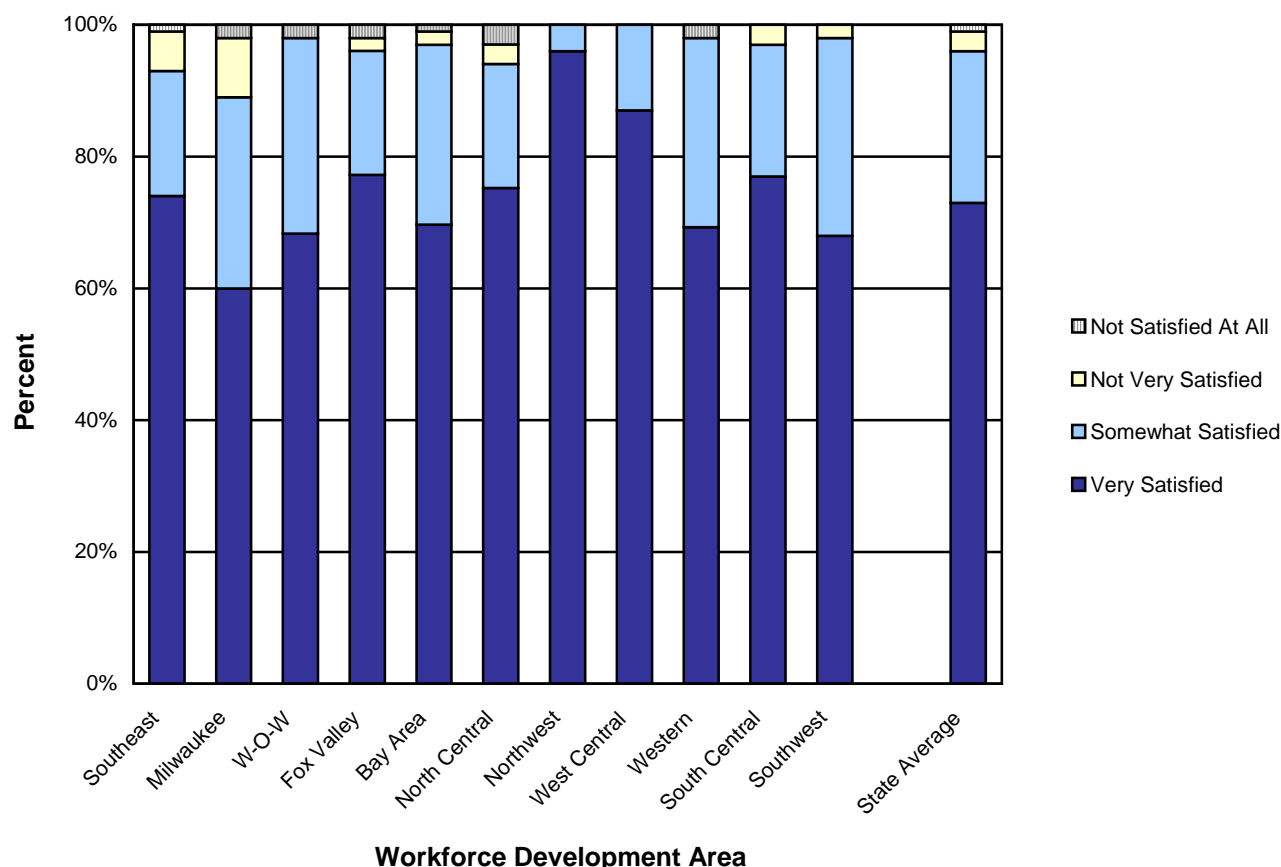
Statewide, 97 percent of respondents found Job Center staff to be either somewhat or very helpful while three percent of respondents found Job Center staff to be either “not very helpful” or “not helpful at all.”

Respondents rating staff as “very helpful,” varied from a low of 66 percent in the Milwaukee area WDA to a high of 94 percent in the West Central WDA, compared to the statewide average of 81 percent. Differences among WDAs, however, were not statistically significant.¹⁰

¹⁰ This relationship was tested using a χ^2 test of statistical significance. Differences among WDAs were not significant at a .05 level.

The third customer satisfaction question asked, “Overall, how satisfied were you with the services you received from the Job Center?” Figure 10 shows responses to this question by WDA.

**Figure 10: Overall Satisfaction with Services at the Job Center by WDA
Wisconsin, December 2003**



Statewide, Job Centers received favorable ratings on customers' satisfaction, with 96 percent of respondents stating they were either “somewhat satisfied” or “very satisfied” overall with the services they received at the Job Center. Four percent of respondents stated that they were either “not very satisfied” or “very dissatisfied” overall with Job Center services.

There was some variation in the proportion of customers who said they were “very satisfied” overall with the service they received at the Job Center, with a low of 60 percent in the Milwaukee WDA as compared to a high of 96 percent in the Northwest WDA and 73 percent statewide. Differences among WDAs were statistically significant.¹¹

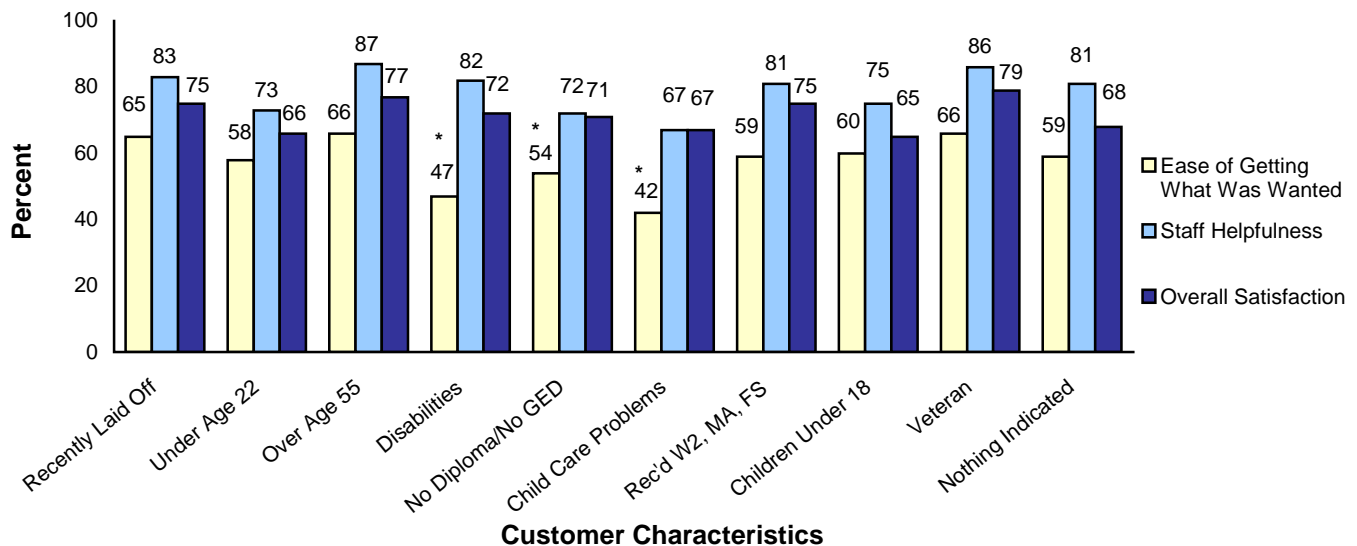
¹¹ This relationship was tested using a X^2 test of statistical significance. Differences among WDAs were significant at a .05 level.

Customer Satisfaction by Characteristic

About 86 percent of the respondents identified themselves as having one or more of the nine customer characteristics listed on the survey.

Figure 11 indicates the level of satisfaction for customers with each of those nine characteristics. The graph represents the percent of respondents who indicated the highest level of satisfaction (“very easy,” “very helpful,” “very satisfied overall”) for each of the three satisfaction questions.

**Figure 11: Satisfaction by Customer Characteristics
Wisconsin, December 2003**



There was a great deal of variation in satisfaction among groups. Veterans, people over age 55 and persons who were recently laid off were the most satisfied with how easy it was to get what they wanted. People with disabilities, no diploma or GED, or child care problems were less satisfied with how easy it was to get what they wanted.¹²

People over age 55, veterans and people who were recently laid off reported the highest level of satisfaction with staff helpfulness. People with childcare problems were the least satisfied with staff helpfulness.

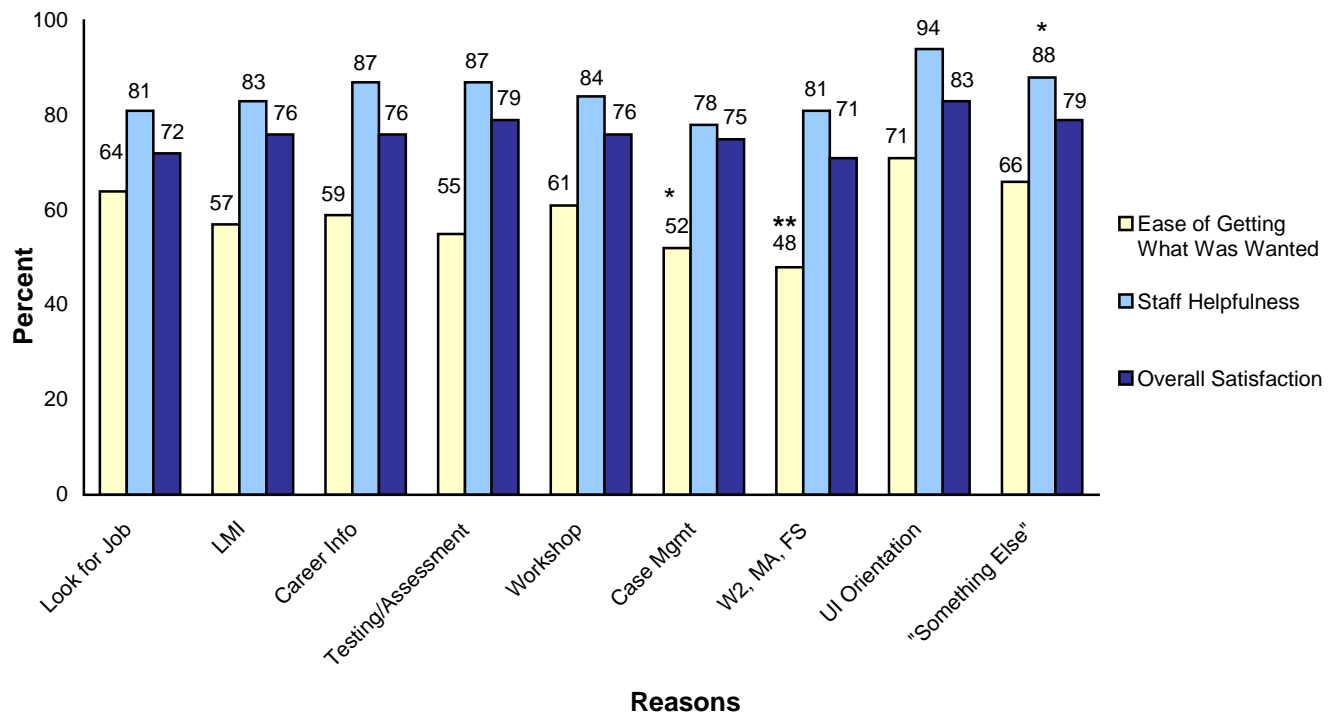
Veterans and people over age 55 were the most satisfied overall with the services they received at the Job Center. People with children under age 18 and people under age 22 were the least satisfied overall with the services they received.

¹² The relationship between being in the category and the percent that said they were highly satisfied was tested using a X^2 test of statistical significance. Each category was compared to all other cases—including those in other categories and those who indicated they were not in any of the nine categories—to effectively create two groups: those in the special category and all others not in that category. Differences indicated by a single asterisk (*) are significant at a .05 level. Differences indicated by a double asterisk (**) are significant at a .01 level.

Customer Satisfaction by Reason for Coming to the Job Center

There were nine possible reasons for coming to the Job Center specified on the survey including the option “something else.” Figure 12 indicates the level of satisfaction for each of these reasons.

**Figure 12: Satisfaction by Reason for Coming to the Job Center
Wisconsin, December 2003**



People who came to a Job Center for Unemployment Insurance (UI) orientation, for “something else” or to look for a job were more likely to say it was very easy to get what they wanted when compared to people who did not come in for those reasons. Those who came for W2, MA or FS or to meet with a case manager were least likely to say it was very easy to get what they wanted.¹³

Customers visiting the Job Center generally gave high ratings for staff helpfulness, regardless of their reasons for visiting. Those who came for UI orientation, for “something else”, for testing and assessment or to obtain career information were relatively more likely to rate the staff as very helpful. People who came to see a case manager were least likely to rate the staff as very helpful although the percent doing so was still relatively high at 78 percent.

People who came to attend UI orientation, “something else” or for testing and assessment were more likely to be very satisfied overall with the services they received at the Job Center. People who came for W2, MA or FS and those looking for a job were least likely to be very satisfied overall with the services they received.

¹³ This relationship was tested using a X^2 test of statistical significance. Differences indicated by a single asterisk (*) were significant at a .05 level. Differences indicated by a double asterisk (**) were significant at a .01 level.

Changes Over Time

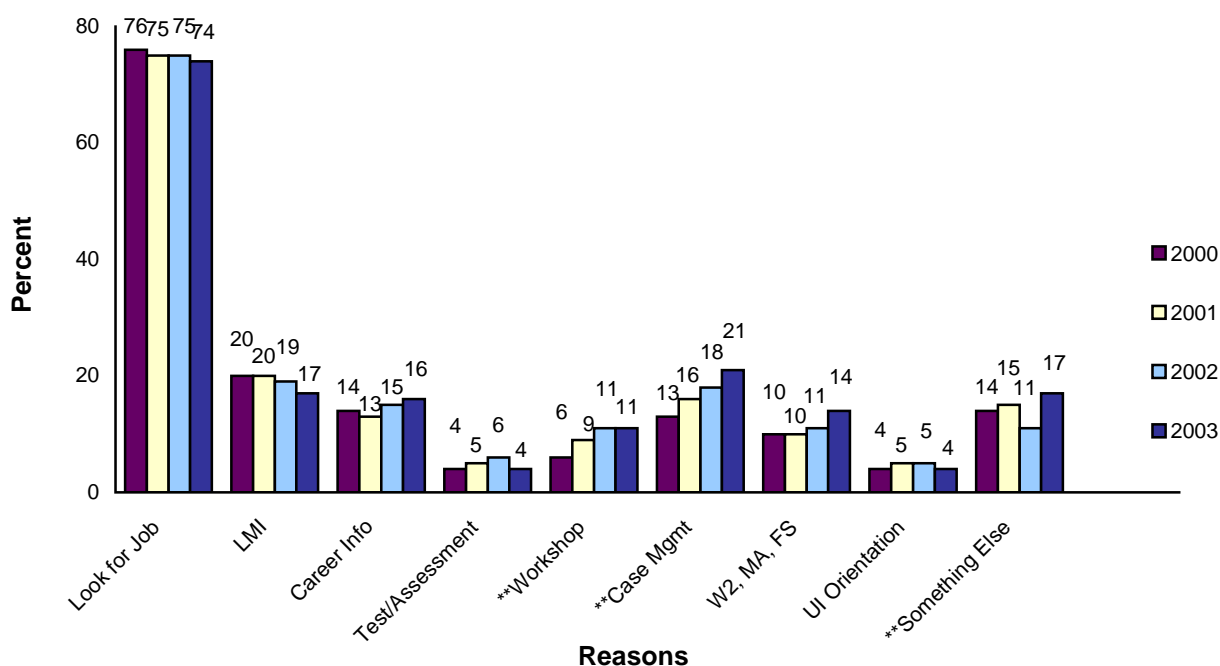
This is the fourth year in which this survey has been conducted using the same survey and method, making it possible to compare results over time. This section of the report examines survey results from 2000 – 2003 for the following questions:

1. Why did you come to the Job Center today?
2. Which of the following describes your current status:
3. A. How easy was it to get what you wanted?
- B. How helpful was the Job Center staff?
- C. Overall, how satisfied were you with the services you received from the Job Center?

Reasons People Visited the Job Center Over Time

Figure 13 indicates the frequency of the reasons cited by respondents about why they came to the Job Center, for each of the four years of the survey.

**Figure 13: Reason for Coming to the Job Center by Year
Wisconsin 2000-2003**



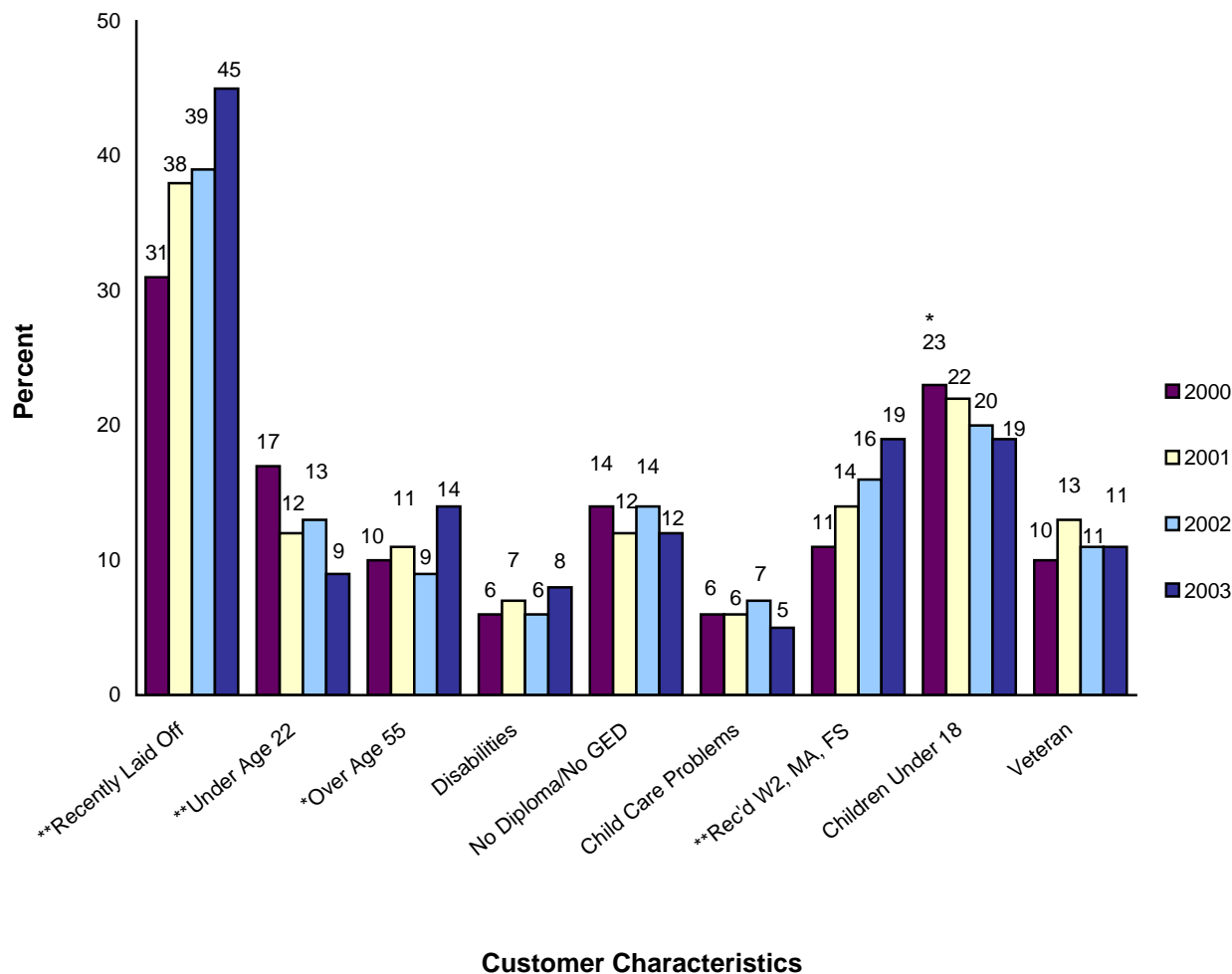
The reasons for coming to a Job Center remain relatively consistent over time. For example, the proportion who came to look for a job was 76 percent in 2000, 75 percent in both 2001 and 2002 and 74 percent in 2003. Three reasons, however, have changed significantly over the years; namely, more persons coming to attend a workshop, receive case management and to get “something else.”¹⁴

¹⁴ This relationship was tested using a X^2 test of statistical significance. Differences indicated by a single asterisk (*) were significant at a .05 level. Differences indicated by a double asterisk (**) were significant at a .01 level.

Characteristics of People Coming to the Job Center Over Time

Figure 14 indicates the frequency of the customer characteristics among those who came to the Job Center for each of the four years of the survey.

**Figure 14: Frequency of Customer Characteristics by Year
Wisconsin 2000-2003**



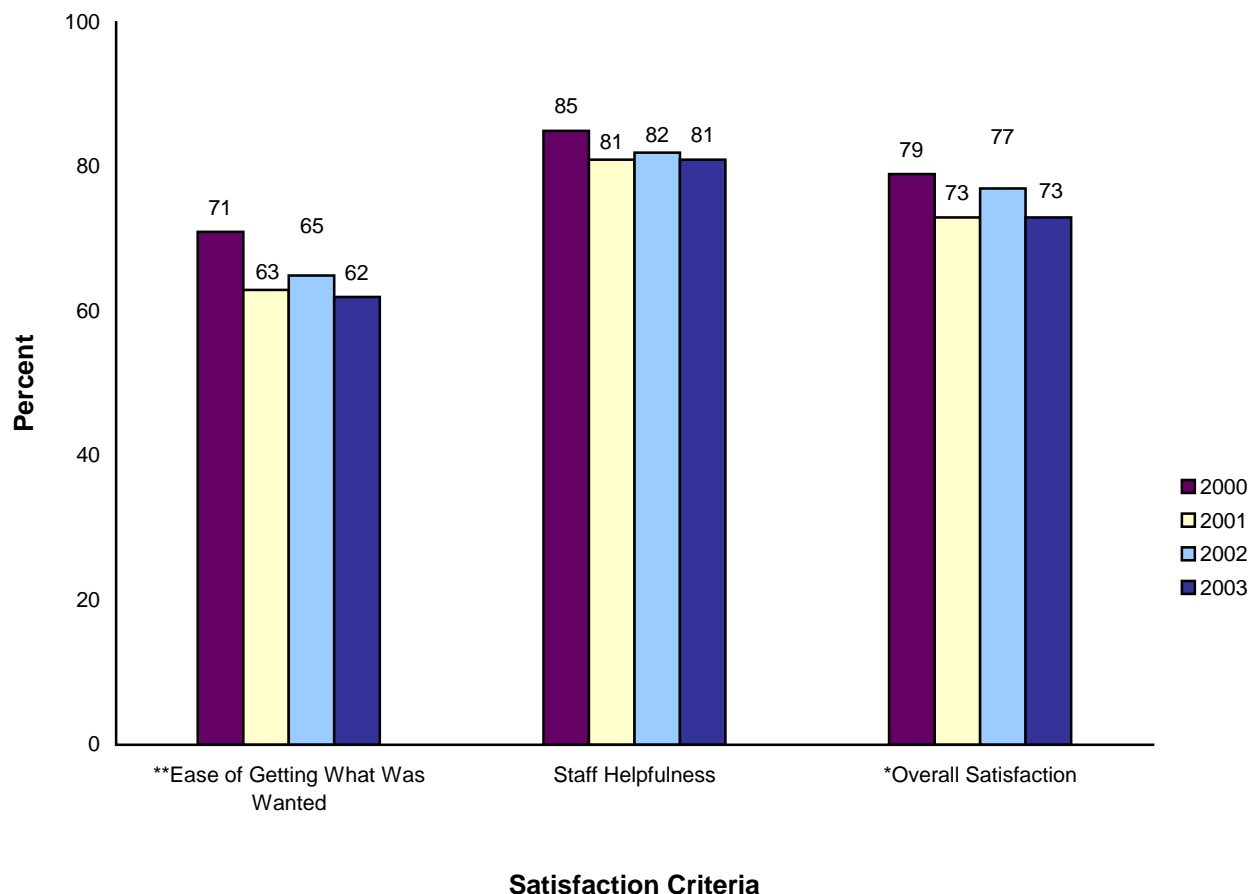
There have been significant increases in the proportion of Job Center customers who identified themselves as having been recently laid off as well as those having been on W2, MA or FS in the last six months. To a lesser degree of significance, there has been an increase in persons over age 55. There has been a significant decrease over the years in the percent of persons under age 22 coming to the Job Center.¹⁵

¹⁵ This relationship was tested using a X^2 test of statistical significance. Differences indicated by a single asterisk (*) were significant at a .05 level. Differences indicated by a double asterisk (**) were significant at a .01 level.

Customer Satisfaction Over Time

Figure 15 indicates the percent of respondents who indicated the highest level of satisfaction for each of the three satisfaction questions (i.e., the respondents indicated that they were “very” satisfied.)

**Figure 15: Frequency of High Satisfaction by Year
Wisconsin 2000-2003**



The proportion of respondents who were “very satisfied” declined for all three customer satisfaction measures. The decline in the percent of respondents who said that Job Center staff were very helpful declined slightly, and was not statistically significant. However, respondents who were very satisfied with the ease of getting what they wanted and respondents who were very satisfied overall with the Job Center services both decreased significantly.¹⁶

¹⁶ This relationship was tested using a X^2 test of statistical significance. Differences indicated by a single asterisk (*) were significant at a .05 level. Differences indicated by a double asterisk (**) were significant at a .01 level.

Conclusions

This fourth annual report of the Job Center Customer Satisfaction Survey confirms some findings from earlier surveys and also reveals interesting changes over time.

- The advantage of the one-stop system, whereby labor exchange services are co-located with labor market and career information and access to W2, MA or FS, is evident in the survey results. Overwhelmingly, people still came to a Job Center to look for a job (74%), but most also came to access other employment-related services. Significant differences were observed among WDAs in terms of coming to the Job Center to look for a job; West Central (96%) compared to W-O-W (62%) and seeking W2, MA or FS; Bay Area (23%) compared to Northwest (14%).
- The survey revealed the diversity of the Job Center customer population. The largest single group coming to a Job Center continued to be persons having been recently laid off. Other major groups were persons who report having received W2, MA or FS in the previous six months and those having children under age 18 in the household. Only about 14 percent of the respondents did not fall into any of the eight special interest or high risk groups identified in the survey.
- There was significant variation among WDAs in terms of customer characteristics. The Milwaukee WDA, for example, had 27 percent of its customers reporting having received W2, MA or FS in the previous six months compared to Western and South Central WDA with only 10 percent each.
- Selected combinations of customer characteristics were revealing. Of the respondents who reported they did not have a diploma or GED, over a third reported they were receiving W2, MA or FS and slightly less than a third were under age 22.
- Persons who were recently laid off were more likely to come to the Job Center to look for a job compared to people with disabilities, those with child care problems and those with children at home. The latter were more likely to come for W2, MA or FS compared to other groups.
- Satisfaction with Job Centers remained very high, especially for Job Center staff and the services received. Ratings of how easy it was to get what they wanted were somewhat lower, but only 10 percent of respondents reported that it was somewhat or very difficult to get what they wanted.
- Satisfaction varied, by WDA, customer characteristics and reason for coming to the Job Center. Generally, satisfaction across measures was highest in the Northwest and West Central WDAs and lowest in the Milwaukee WDA. Satisfaction was higher among veterans, persons over age 55 and those recently laid off compared to those with child care problems. Satisfaction was higher for those coming to the Job Center for UI orientation compared to those coming in for W2, MA or FS.

-
- Beginning in 2001 and increasing each year, there were more people who identified themselves as recently laid off or having received W2, MA or FS.
 - Customer satisfaction measures for how easy it was for the customer to get what they wanted has declined since 2000, but overall customer satisfaction with Job Center services and satisfaction with staff helpfulness remained high.

Appendix A: The Job Center Customer Satisfaction Survey

Your feedback is very important to us! Please take a few minutes to complete the following survey after you leave today, then drop it in the mail.

Your responses are confidential.

Why did you come to the Job Center today?

(Check all that apply)

- ☐ to look for a job
- ☐ to get information about the job market and wages
- ☐ to get information on careers
- ☐ to take a test or complete an assessment
- ☐ to attend a workshop (e.g., resume or interviewing)
- ☐ to meet with a case manager or counselor
- ☐ for public assistance, medical assistance for food stamps (Quest)
- ☐ unemployment insurance reemployment orientation
- ☐ something else (specify)

Which of the following describes your current status?

(Check all that apply)

- ☐ recently laid off
- ☐ under the age of 22
- ☐ over the age of 55
- ☐ disabled
- ☐ no diploma/no GED
- ☐ child care problems
- ☐ received public assistance in the last six months
- ☐ children under age 18 in household (number of children under 18=___)
- ☐ veteran

Veterans, check those that apply:

- ☐ **Have a service connected disability**
- ☐ **Separated from service in the last 4 years**

-
- ☐ Served pre-Vietnam era
 - ☐ Vietnam era
 - ☐ Post-Vietnam era

(Circle the appropriate response below)

How easy was it to get what you wanted?

very easy	somewhat easy	somewhat difficult	very difficult
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How helpful was the Job Center staff?

very helpful	somewhat helpful	not very helpful	not helpful at all
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Overall, how satisfied were you with the services you received from the Job Center?

very satisfied	somewhat satisfied	not very satisfied	not satisfied at all
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Please tell us more!

List the most valuable services you received from your visit to the Job Center:

What could we do better?

Other comments:

Appendix B: Wisconsin's Workforce Development Areas



Appendix C: Technical Notes

Sampling Procedure

The goal of the sampling plan was to yield a sample that is representative of each Workforce Development Area (WDA) and the state as a whole. The state is made up of 11 WDAs, which vary greatly in population, and each WDA is made up of a number of Job Centers, which also vary greatly in size. Therefore, to get a representative sample of WDAs and the state it was necessary to take a proportional sample of each Job Center.

There are no data currently available indicating the total number of customers visiting the Job Center on the day that the surveys were distributed. Consequently, it is not possible to determine whether the survey response rates are indicative of the relative number of customers served in that WDA on that day. While there are registration figures for some groups and services, such as veterans, there is no central registration for all groups who go to use any service. Therefore, it was necessary to estimate the relative size of each Job Center in order to develop a proportional sample.

One approximation of the relative size of each Job Center is the number of people who use the state's automated job search system, Jobnet. The Jobnet system is available in nearly every Job Center in the state. Each time someone accesses the system it records a "hit" on the central information system.

The most recent month for which Jobnet "hits" data were available prior to the survey date was September 2003. In that month there were 58,171 "hits" in the state. The proportion of "hits" in each Job Center was calculated as a percentage of the total. The total number of surveys to be distributed statewide (1,800) was then divided among the Job Centers using the percentages of the total number of Jobnet hits for each Center. Nine Job Centers had a very low number of "hits" relative to the total. Therefore, their allocation was less than one and they received no surveys in the proportional sample.

Job Center staff were instructed to distribute their allocated surveys on one day during the second week of December 2003, to everyone who came into the Center for any reason, until the supply of surveys was gone.

Distributed surveys were coded with the Job Center number. Returned surveys were then assigned to the proper WDA.

The result of this method provides an approximate representative sample of each WDA and the state as a whole.